

# THE LABOUR ORGANISER

No. 7

MARCH, 1921

Price 4d.

## OUR POSTER COMPETITION

*Announcement of the Winners. A further chance for Printers and Local Experts*

We have pleasure in announcing that the Poster Competition recently conducted by the LABOUR ORGANISER has now been decided, and we are able to announce the prize-winners in the two principal classes. Over forty entries were adjudicated upon by the judges, viz., the Right Hon. John Hodge, M.P., Mr. Sidney Webb, M.A., Mr. A. G. Walkden, and Mr. Egerton P. Wake, to each of whom we tender our sincerest thanks for the care and trouble bestowed. In the class "The March of the Workers" a creditable number of entries was made, but almost all failed to get the arresting effect so necessary for electioneering use. The artistic merit in several of them left nothing to be desired, and the figures in some were very well executed. There were a large number of entries in Class II, where a poster was desired expressing Labour's general appeal. The same criticism here held good, but the general merit was not quite so high. The prizes awarded were:—

£10. "The March of the Workers." Mr. T. Summerbell, 14 Green Street, Sunderland.

£7 10s. "The General Appeal of Labour." Mr. F. P. Merrett, 267 High Holborn, London, W.C. 1.

It was a source of considerable pleasure to the judges, from whom, of course, names had been withheld, to discover that the prize-winner in Class I was the son of the late Tom Summerbell, Labour M.P. The winner of Class II is a Labour discovery, and a professional advertising consultant. Mr. Merrett's work was particularly meritorious, and we trust its reproduction will lead to an extension of his present

friends in the Labour movement. Thanks also to our unknown friend of the *Daily Herald* who put Mr. Merrett on the job.

In the classes for Letterpress Display (ordinary printer's work) we regret that the entries were disappointing. Practically nothing of merit was entered, largely, we believe, because the class was not properly understood.

We therefore again offer these prizes for competition, and would especially urge our friends to ask their printer friends to compete. Agents and secretaries who are capable of drafting good bills should venture their chances. *The prizes will be materially increased if justified by the merit of the attempts.*

### £5

Five pounds is offered for the most effective letterpress poster design suitable for printing off in quantity for later localisation. Designs may contain a block or letterpress illustration, but striking and pleasing design and gripping power will be the guiding principle in judging attempts sent in. Paper may be either white, red, or gold. Competitors able to send their attempts ready printed should do so, but if sketches are sent marginal notes should indicate size, name, and character of type suggested, standard thicknesses of rule used, &c., and the same with ornaments.

### £2/10

This sum is offered for the best displayed meeting bill.

Letterpress printers may send samples of work *already done*, or sketches (under the rules laid down in Class III) of a suggested meeting bill of ordinary wording. Taste, general attractiveness, and appeal will again decide the issue.

## OUT OF THE RUT

### ACTIVITIES AND IDEAS IN BRIEF

Congratulations to Birmingham and the Midlands, in that the finest and most successful meeting of the Irish Campaign was that held in the Central Hall, Birmingham, on Friday, February 4. Indeed, the Midlands produced three of the finest demonstrations that were organised, for to Birmingham must be added great successes also at Nottingham and Wolverhampton. Hundreds were turned away from the packed Central Hall, and the collection of £45 12s. 3d. was surely a finer response even than the £92 contributed by the wealthy London movement at the "monstre" Albert Hall. It should always be remembered that, however popular one's case and however profoundly public passion may be moved, few successful demonstrations of the feelings of the masses flare out spontaneously. The psychological touch and the art of organisation must be applied, or even strong public feeling may appear to be non-existent. There is a "knack" in these things, and Birmingham applied methods that are not usually tried. The columns of the LABOUR ORGANISER will explain these "knacks" from time to time.

Mr. F. E. Burgess, of East Leyton, sends a useful tip, as follows: "We, too, have suffered from the lack of a local Press. This on one occasion we got over to some extent by approaching the proprietor of a capitalist weekly who had an eye to business. We rented a space each week for a period of some months, in which we could put our views, notices of meetings, cartoons, and so on. By this means reading matter, &c., could be inserted, and was looked for by our supporters, and read by others who would have otherwise been almost inaccessible. I still have the cuttings of a series of incisive and pithy articles contributed in this way by Mr. Jesse Hawkes (now candidate for Hemel Hempstead) and inserted during a period of about six months in

the local Press during my candidature for Maidstone in 1918. This method is well worth the outlay, and its effect in our case could not be over-estimated. When supplemented by a topical humorous cartoon it is exceedingly effective."

Four lectures on "Electoral Methods: What to do, Why, and How," were recently given by Alderman Richard Montford, of West Islington, to the North Tottenham Labour and Co-operative Representation Council. The subjects were as follow: (1) "Before and during a prospective candidature," (2) "Securing promises of votes during the election," (3) "Polling the promises on election day," (4) "Counting the votes and other post-election details." The lectures were a great success, and we are sure Mr. Montford's long and varied experience imparted to them interest and advice of rare value.

The following letter, from Mr. John Cape, the agent to Spennymoor Division, is a sample of an exceedingly large number of a similar character which we have received: "Dear Comrade,—I herewith enclose P.O. for 12s. 6d. for twenty-six LABOUR ORGANISERS received. I am sure that the LABOUR ORGANISER will serve a good purpose. I am using it for my local secretaries and executive committee. It is creating interest and vigour for the movement. You can supply me with the same amount every month until further notice.—Yours faithfully, JOHN CAPE."

[Our readers are respectfully reminded that a stamped addressed envelope should accompany any request for samples or information made as a consequence of mention in this column. Inquiries should be sent direct, and not through the Editor. Addresses are always to be found in the Labour Party Scarborough Report. When making inquiries, send samples of your own local work.

Matters for mention in this column are cordially invited.—THE EDITOR.]



## TEN ARTICLES TO BE PUBLISHED IN EARLY ISSUES

BY THE EDITOR

The Psychology of Political Parties.  
The Philosophy of an Organiser.  
The Value and Functions of Election Meetings.  
Simple Filing for Secretaries.  
The Agent's Office.  
The Power of the "Follow-up."  
The Corrupt Practices Acts.  
Ward Work.  
In the Beginning—Hints on an Undeveloped Constituency.  
A Business Party.

## DUPLICATORS AT DUDLEY

### A Score for Modern Equipment

The first purchase made in the recent Dudley by-election was the Gestetner latest model rotary duplicator, as advertised and illustrated in this issue. The semi-personal letter formed a feature of this election, and at one time an additional borrowed machine was also in full operation. It is not too much to say that the effectiveness of this sort of work, which was beautifully turned out, was responsible for at least as many votes as sufficed to form the surplus over the enemy. In modern electioneering there are all sorts of jobs in which duplication scores over printing, while, apart from the saving in printers' bills and the extra pull that typewritten matter can be made to exert, there is also the important advantage of secrecy. Few people who have conducted elections have not felt qualms at some time in handing over to a printer a circular or matter which it was particularly desirous should remain confidential until publication, or was intended purely for internal circulation among the workers. The duplicator scores heavily here, and because of the quality of its work, ease of manipulation, and general convenience, Gestetner's should find a good sale among local parties and agents.

## LAW AND PRACTICE

*[Under this heading we propose to print brief and chatty explanations of points of commoner interest concerning the Law and Practice of Elections. Readers are invited to suggest points for notice herein, but are reminded that suggestions made may not necessarily be dealt with in the next issue.—ED.]*

### A Talk to Beginners

BY THE EDITOR

I have a profound sympathy with young agents and secretaries who, for the first time, approach the study of election law hoping for rapid enlightenment and mastery of the subject. I have, to-day, been endeavouring to probe the mysteries of motor cycling, and have succeeded only in discovering an analogy—for, like election law, motor cycling is all kinks and distractions, traps, tumbles, and expense. Like the novices referred to above, I, too, have bought a bundle of books, and now I am more mystified than ever. My lesson on infernal (or is it internal) combustion engines had left me cold—and the engine hot—while I have generated an internal combustion that threatens disaster. I must cool down!

But the novice in election law is in precisely the same street. He buys books, and his mystification grows. On one page he receives an impression that shatters his old beliefs, and he assumes he has learnt something. Later on comes a modification, or an alteration, or a judicial decision giving a new light altogether; and finally, after a glorious array of qualifications and reservations, he gets a point obscurely stated, only to discover, perhaps, that his book is out of date and new legislation has altered all that. A study of law is the greatest disturber of philosophy I know, except motor bikes.

There are certain books which the qualified agent must possess, but there are none which give the beginner, without legal training, an easy road to

mastery. There are none which deal with all phases of the subjects one desires to study, and there are none that are quite up-to-date. For instance, the Representation of the People Act, 1918, has been *four times* amended by supplementary amending Acts, and this in addition to various Orders in Council making rules and orders actually superseding certain provisions of the Act itself, by a special enactment therein, and, further, having exemption from certain provisions of the Rules Publication Act, which gives them, in effect, the immediate force of law. These alterations are one of the troubles of the student, for no book is quite reliable on all points owing to its date of publication. A fallacy of the beginner is that he can buy the Acts of Parliament and study up himself (as I did when I bought the motor books—and, in consequence, jammed the gasometer!). But the Acts are sold *unamended*, and, of course, unexplained. When H.M. stationers sell you an Act of Parliament they do not advise you that half of it is repealed, and the other half amended and altered out of recognition. That's *your* funeral.

A further fact to realise is that there are two classes of books to buy. There are legal text-books, and there are books on electioneering. The latter may state the law and procedure amongst a mass of more or less useful matter on how to fight elections, but not only is every one of these books unreliable on legal points because they are out of date, but they do not profess to be comprehensive studies of the law.

Election law may be roughly divided into two studies—

- (1) Procedure, or the things that may and should be done.
- (2) Forbidden procedure, or the things that should not be done, and to which, in most cases, a penalty attaches.

The Ballot Act obviously falls inside the study of the first category, and the Corrupt Practices Acts into the second. But neither Act, and very few of the scores of Acts governing elections, falls wholly into either section, but it is a

convenient division which, for the purpose of simplified study, we shall adopt from time to time in this column. But it must not be supposed that election law is wholly legislative or created by special statutes. The Common Law and usage of the Constitution enters into it; so, too, does the criminal law. Thus, elections should be pure, open, and free at Common Law, and if they are not the election can be voided. Bribery in elections is an offence at Common Law, besides being defined and legislated against specifically by statute. So, too, it is a criminal offence to assault your opponent's supporters, apart from its effect on the election under the Corrupt Practices Act.

But there is another classification that can be made in the study of the law of elections. It must be obvious that a mass of the enactments, and the procedure laid down, will be unessential to the man who aims merely to conduct an election as election agent. Much matter is only relative, and there are degrees of relationship which one may not be able to catalogue, but which nevertheless produce a remarkable dissimilarity between the importance of the possession of knowledge concerning one fact and another one. One could say there is essential knowledge and things that *must* be known and understood by the agent, and there is less essential (it would be unsafe, ridiculous, and untrue to call it non-essential) knowledge. One cannot lay down any dividing line, for practice and experience will be continually adding to a man's need of further knowledge, just as it will add to his acquirement of it; there is no finality.

The great point to aim at in a beginner is to know first what is right and wrong, and to *know where to look for the rest*. For instance, a young agent who knew that the number of committee rooms at the election was limited and could place his hand on the limitation in his books, and who knew also what committee room must *not* be engaged, would have pursued his studies more wisely than the man



who had stayed to cram in the actual number per election, but who didn't know the risks of renting certain classes of places. Again, it is obviously more essential that a man should know all the offences, and realise what is wrong, than that he should be able to reel off the penalty attached to each class of offence and cite its exact classification as an illegal practice, illegal payment, corrupt practice, &c., &c. The wise man, knowing a thing is wrong, won't require to know the penalty before deciding not to do it.

Thus the young secretary and agent will seek the essentials first, though there is grave danger in a *little* knowledge. Even quite old hands constantly pick up fresh points, and they have been known to slip. A confession of ignorance is oftentimes a symptom of wisdom, and if you don't know, or in doubt—ask!

The LABOUR ORGANISER articles will monthly deal with the primary and pressing essentials.

### MOTOR CYCLES IN COUNTY CONSTITUENCIES

An increasing number of agents in scattered constituencies now use motor-cycles in the course of their work. In several recent instances, and some others we are aware of, these have been provided. Such help is invaluable in getting about to polling district committee meetings, in fixing up country functions, and with inquiries for registration work. It will have been noticed that in a recent by-election over fifty motor-cycles were mobilised by one trade union alone from among its staff for the purpose of fetching up voters. And so we move, in more ways than one.

### HELD OVER TILL NEXT MONTH

"The Constitution of the Labour Party—Local Constitutions" (continued); "Preparation for the General Election"; Correspondence (*re* Telephones); "Our Agents at Home."

### DISTRICT COUNCIL ELECTIONS (Continued)

#### The Closing Stage

A stage has now been reached, as outlined in previous articles, when everything that could reasonably be done by way of preliminary preparation has been done. The intensive work of the last few weeks depends largely upon the preparatory work accomplished, but no purpose can be served by laying down here everything that would be correct and necessary if it were a Parliamentary election. The one thing necessary is to put every ounce into the fight, and develop it, according to the area, on as near Parliamentary lines as it is possible to get.

Committee rooms will be necessary, and the need and number depends on the nature of the area. These must on no account be situate in licensed premises, though meetings may be held therein in *Rural* District Council areas *only*. It is, of course, objectionable on many grounds to use licensed premises for meetings, and it should not be done if any sort of alternative can be obtained.

All through the campaign it must be remembered that the aim is not solely, or even chiefly, now to convert voters—that should be attempted, of course, but it should have been begun long ago, and it is not the object of the election. The real direction of the campaign should be to **know your vote and poll your vote**. To this end one does the canvass, gets names of voters from meetings, workshop canvasses, &c., and the markings for these go on in the register. Keep the marked register constantly totalled, so that you know exactly how you are getting on.

No meeting, indoor or outdoor, ought to go by without some attempt to *know* more supporters. Get forms distributed at indoor meetings, although such luxuries as meetings ought only to be indulged in if actually justified by good audiences and proved effect. At

outdoor meetings, of which there might be plenty, personal contact is easier gained, and personal invitations can be extended by workers to others. Outdoor meetings need organisation as much as those indoor, and it is a mistake to expect one or two speakers to start a crowd anywhere. A few personal invitations to be present at a certain spot at a certain hour may give the little knot desired to attract curiosity and a crowd. "Shouting a crowd" often only means driving them away, or obtaining a critical audience too far off for personal contact, with a noisy gang of children for the stalls. It pays better to get the knot, and to talk quietly, when curiosity will do the trick and give a more compact crowd.

Early in the fight consider how you will poll the vote, remembering that the weakest Party may win if it polls a better percentage of its vote. Every effort should be strained to get at least *some* workers attached to each district for every hour of the day. You will save some votes, particularly women's, by an early visit, and pressure is needed from the hour the poll opens till the tick of closing time. It is a shocking error, if you have too few workers, to keep men in committee-rooms waiting for votes. Close the room and get them out looking for voters. That sometimes results in finding persons who can take charge. This desperate position will not arise if, in time, you realise the need of staff on polling day.

So, too, you must consider early your position regarding conveyances. You will never get any if you leave it till the last minute. But if you are going to be short, advertise that fact, even boom it as a virtue, and train your vote to expect to walk. Don't encourage the use of the other side's cars. Voters *do not* ride in one man's car and vote for the other one. Most men, and more women, have a sense of decency in this regard, and, what is more, the sneaky man who will do this thing hasn't the pluck when he gets to the booth to give your side the vote when he finds the people he has ridden with looking over

his shoulder or waiting for his pencil. After all, the secrecy of the ballot sometimes wears very thin. In any case, if you have cars poll invalids first, not isolated lazy people, and later concentrate on car-loads *in your best places*. Remember it is all-important to *poll your vote*, and ones and twos cannot be compared to loads.

During the campaign in rural districts do not forget that your men will be Guardians also, and give some prominence to Poor Law questions. In town areas, where the contest takes on the character of borough elections, consider a small news-sheet issued every other day instead of handbills or leaflets. It may contain all the announcements of your meetings. It has been very successful in some places, and is not, if conducted in reason, over-expensive. Its novelty is an attraction that gets it read.

When the election is over your successful candidates must make a declaration of acceptance of office, and cannot act until they have done so. No declaration of expenses is necessary.

Those desirous of more information than has been conveyed in these articles should study back numbers of the LABOUR ORGANISER. A useful book is "Municipal Elections and How to Fight Them," Vacher & Sons, London, 3s. 6d.

### A NEW SEWERAGE SCHEME

Our friends of Woolwich and elsewhere will be interested in an announcement recently made to advertisers concerning certain developments in the lower strata of the newspaper world. From July next the editor of *John Bull* will cease to write for the *Sunday Pictorial*, and will edit and write exclusively for the *National News* and *Sunday Evening Telegram*. To suitably celebrate the event, £50,000 is to be spent on a mammoth publicity campaign in June, and the advertisement rates of the two latter papers are to be increased "*by at least several hundred per cent.*" (The italics are not ours.)



## THE LOCAL SECRETARY'S PAGE

## Help and Hints in Season

Among all those on whom the Labour Party depends, the local secretary holds an honoured place. On him in the majority of constituencies lies responsibility for local organisation. He becomes the agent at local elections, and is indeed the John the Baptist of the qualified Parliamentary agent, who comes later; in many cases he is the man ultimately selected, and is at this moment seeking to qualify himself. This page is specially writ for *all* secretaries, divisional or local party, and for the secretaries, too, of individual sections. It is intended particularly to treat of secretarial work and difficulties, in the belief that encouragement and help *can* be extended to the thousands of those voluntarily sacrificing time and energy in the great work of the party. Those who have matter or hints likely to be of service to others are earnestly asked to co-operate with us by sending them in, so that this new feature of the LABOUR ORGANISER may accomplish all it sets out to do.

A useful hint on minute books was contained in our December issue.

One of the first things a secretary should do on appointment should be to notify his new office to the proper quarter. It is "good biz." to notify not only the Labour Party but the Labour newspapers, Labour Research Department, and other national bodies who are in the habit of sending out circulars. Be sure and notify the local Press, and (if you are a divisional secretary) the Registration Officer and other local officials. There are circumstances where it is advisable to notify the officials of your opponents. Never lose an opportunity of getting before the trade unions and affiliated bodies, and a formal notification to the branches of your appointment is not only a necessity, but in *some* instances, at any rate, it will bring up for discussion matters

concerning the party—which is always a healthy thing. Directly on appointment take all stocks of printed letter-heads to the printer, who will charge very little for running on your name. This will look more business-like in the eyes of all your correspondents, besides preventing errors in records arising through incorrect reading of your "fist."

Have you ever tried any means directed to remedying the discreditable late starts that are a feature of our meetings in some districts? One might have understood the reason for this bad habit in days when workers did sixteen hours a week longer than at present, but to-day there is really no excuse except baleful habit and wretched lack of qualities that, after all, are necessary for good government. You cannot cure this evil quickly or merely by resolution, but there is an object lesson that works wonders. Dead on time take your seat with the chairman, and—wait! Don't fiddle with your papers or pretend to be busy. *You*, too, should be ready to start. As a rule, late comers are not incommoded, but rather congratulate themselves upon their judgment when they arrive fifteen minutes after time but before the business has started, and even before the officers are ready. But the presence of the chairman and secretary at the table, waiting, somehow puts a different complexion on things. They *feel* they are late, and each person entering gets the same sense. There is very little doubt you will get an earlier start that night. The chairman can give a little homily, though many will forget it till next meeting, when they again *feel* that they are late. Perseverance, and no failings on your part, will almost always bring you a little nearer time at each meeting, until at last you have broken the back of unpunctuality. Just try it. It is merely bringing human nature to your aid.

Most secretaries will have discovered that in practice they are the people

who are looked to to know all about the various aspects of Party policy and public affairs. This is sometimes very embarrassing, because the secretary, after all, is the business and busy man, and the absorption and details of his work really leave him very little time to devote to thoughtful reading and study. It is very useful if your Party is affiliated to the Labour Research Department, because this gives you a reliable service of facts on most matters you may ask about, and it can save you much self-searching. But secretaries after all have a unique chance of getting the latest information, or, at least, of *knowing where* to find it. A deluge of more or less relevant matter reaches the secretary, and him only, through the post. After all, very little of it can be said to have *no bearing* on the problems before the movement. Periodicals like the *Labour Gazette*, *Labour Party Bulletin*, *Labour News Service*, "Save the Children Fund" circular, reports, &c., should not be thrown aside, but, for the expenditure of a trifling sum, suitable covers and binders can be got, and then they are always ready for reference and reading. But all sorts of Labour publishers' announcements, sundry circulars, and specimen pamphlets also reach one. Now, if one is going to treat all these as correspondence and bring them before meetings, there will never be anything else done. Your Party ought to have a literature secretary, to whom announcements of new books, &c., should be handed over; but, although it is inadvisable to abuse the agenda by giving correspondence precedence of these things, it is in the interest of your Party that many of the new books should be known. One literature secretary sticks them all on a board for two or three meetings, afterwards slipping them into little binders, where they are roughly classified. This is just the principle to be adopted with your miscellaneous circulars. Think out a rough classification, and keep them for a time. It is a peculiarity about these things that a

most innocent looking circular may represent a movement no bigger to-day than a man's hand, but in a month or two that very matter may be of first-rate importance, and if the early circulars are missing, one hasn't quite got the genesis of the thing. Some rough subject classifications of my own are: Peace with Ireland, liquor agitations, land nationalisation, mines nationalisation, peace treaty, international Labour questions, the internationals, co-operation, industrial movements, &c., &c. It is amazing what a lot of stuff one gets in a year that drops under these heads, and ought not to be immediately destroyed.

Devolution was once a phrase to conjure with. It may be once again. But devolution of work is a glorious pastime. The busy secretary should acquire the art. Distributing the work is the surest way to get it done and to keep the Party healthy. The poor secretary who tries to do it all is to be pitied, and, always, the over working of the willing horses is a sign of Party mismanagement. Work should be spread over. In every Party there are people who never take office, either because they know they have not the qualifications and initiative, or because they don't wish to be burdened with compulsory routine duties. But these and many others will always do a specific job if it is short and definite and clear instructions are given. The secretary should so manage his affairs that this extra help can be brought in any time. For instance, names of delegates and members are frequently kept in books, and that one book cannot be released. But if your names are on cards, release from the labour of addressing the month's circulars is easily obtained by handing the cards and envelopes over to someone. Extra cards are written in same way. The taking of minutes is a matter secretaries can frequently, with advantage, be relieved of by a volunteer, and this is especially desirable if controversial matter arises in which the secretary



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Telephone: 3160

takes a part. The collection of credentials is surely a matter for someone else. Then there are frequently inquiries, and visits to be made to members, or even distributions to be made. It is much better, instead of running round on this job and wasting time on the innumerable petty confabs that they involve, to write your queries or messages down on slips of paper and train your section or ward organisations to handle them. It won't work all at once, but it will work in time. The plain truth is, unless you can learn this art and its application to almost every phase of your work, you will always be overloaded, and you soon reach a stage at which stagnation sets in, and you have time for no more initiative. Get that secret of passing on the work.

Secretaries frequently find that, at a meeting, it is necessary to turn up some past record in the minutes, or some detail in a bound report or account book. Book markers are all very well in their way, but have a nasty habit of slipping out and leaving you to hunt for the page, to the amusement of the waiting comrades. Try instead the little metal vise signals, which clip on the leaf and so give you also a turn over. They are obtainable in several colours, and are about 5s. per 100. A very small quantity suffices for this purpose, but they are used also and mostly as signals in card indexes, to mark out or distinguish certain cards to which some special question applies.

### NEW "R.P." LEAFLETS

The fluid condition of that part of the Representation of the People Acts, 1918 to 1920, which is subject to Order in Council, still continues to be disturbed by occasional Orders on minor matters. The last important Order was, of course, that published as R.P. 103 (obtainable at H.M. stationers), and which laid down rules regarding proxy voters and prescribed the new forms.

A further Order was recently published prescribing a variation in procedure regarding the recorded addresses of absent voters prior to an election. Apropos to this, the Air Ministry has recently made some changes in its mode of supplying addresses, the effect of which is to transfer the obligation from the record offices to the commanding officers of units. This applies to the air services only.

Further provisions of the Order itself (R.P. 107) remedy a defect in the procedure relating to supplementary issues of ballot-papers to absent voters. To the original issue agents of candidates must be invited, and it is now made clear that this title extends to subsequent issues.

R.P. 108 (Circular 177 to Registration Officers) is an uninteresting instructional letter to officials conveying intimations on routine work. Its principal interest to our readers will consist of the following:—

"In the course of the examination which, as mentioned in the Circular R.P. 106, was made of several absent voters' lists, it was found that a considerable number of persons whose names were on the absent voters' lists were not registered electors for the constituency, and that some of the names of absent voters who were registered electors were not marked in the register with the letter *a*.

"It is of course necessary to secure that each person entitled to be registered as a naval or military voter for qualifying premises in the constituency is in fact registered as an elector for those premises. But unless a person is registered as an elector his name should not be placed on the absent voters' list; and that list, before being printed off, should accordingly be carefully compared with the register so as to ensure that it includes the names of registered electors alone.

"In cases where the name of a registered elector is placed on the absent voters' list, it is essential that the letter *a* should be printed in the register before the name."



# DRAW TICKETS

## and Similar Requirements

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**D**RAWS, we read, are illegal, and when we talk of Draw Tickets we mean, of course, all work involving the technical processes used in this familiar form of revenue raising !

Accuracy in Numbering  
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## LOW PRICES

### *Extract from a letter received*

From the General Secretary, *National Union of Police and Prison Officers*, in connection with the printing of tickets for their great skill competition :—

Dear Mr. Moss,

I must say that the manner in which you have coped with this order is worthy of the highest commendation. The quality of the goods and the speed with which they were delivered left nothing to be desired . . .

I am,

Yours faithfully,

J. H. HAYES, *Gen. Sec.*

---

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# PRINTERS & C

“WHAT do you expect of your printers?” “Just common sense,” you reply; but you really need a deal more. You should remember that the sense governing your actions as an agent or secretary is not by any means common. It is a highly-specialised sense developed to the full extent of your ability. Were it otherwise any common-sense person could do your job.

The sense of the printer should also be specialised in that it is adaptable. Too commonly, however, he realises that by adding together certain averages, such as conventional forms of expression in ink, type, and paper, and in packing, he saves himself lots of trouble, and passes along the sum of these averages as “experience.”

Then you come on the stage with your specialised requirement, and this “experienced” printer can only support you from his product of averages and—peradventure—you don’t agree. You want something “different,” “distinct,” but you accept his second attempt with resignation (if you are a man of manners mild.) But what about the next job?



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HEADING A FEW  
THOUGHTS OF  
VALUE

Let us discuss the next job. We have decided not to accumulate habits. We are going to cull of the best wherever we find it, but are ready, willing, and waiting to treat your work as *your* work and not merely as another pebble on the beach.

This "open mind" attitude, however, is only a passive kind of sense. There is also the nice discriminating sense required in the selection of workers—not necessarily the policy of competition so much as allotting to the worker the task he can do best. Then the type and machinery and—what doesn't count with many printers—the premises.

The word about premises brings us home, and we cannot resist it. If you have never been to the Caledonian Press, and have never seen printing produced in a clean, light, wholesome factory, from new type, latest machinery, and, above all, with a will to use the best craftsmanship, you should accept our invitation to come along.

Failing a visit, send us your orders. It is no tax on your credulity to assert that the comfort of our workers and the freshness of our printery have a direct influence on the work we do. Moreover, you will have done something to establish a standard of conditions which we believe to be the birthright of every worker.

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Please read more opinions overleaf.

# THREE MORE OPINIONS

## About our works:

By Mr. FRED BRAMLEY

Dear Mr. Moss,

The Caledonian Press Limited is a business concern which proves that industrial occupation need not necessarily be carried on in a state of confusion and dirt.

The works are well organised with a view to efficiency, and so well equipped with up-to-date machinery that output is secured without overworking the employees.

Care and attention to detail is most marked in every department, and the arrangements made for the welfare of the workers is a clear indication that business efficiency need not be secured by suppression of humanism.

The Caledonian Press is a well-ordered and model factory in every sense of the term, and especially from the standpoint of Labour.

Yours sincerely,

FRED BRAMLEY.

By Mr. G. D. H. COLE

Dear Mr. Moss,

I was extremely interested in seeing over the Caledonian Press works, and I want to congratulate you on the excellent equipment which you have installed there. The Labour Movement has been improving its printing during the last few years; but there is still a great deal of room for further improvement, and, so far as I can see, the Caledonian Press means to do the job really well. I hope you will have the big success that you deserve.

Yours sincerely,

G. D. H. COLE.

## About our work:

By Mr. W. STOTT, Editor, "Railway Service Journal"

Dear Mr. Moss,

. . . I am very pleased to know that you completed the despatch in such quick time. I need scarcely say that this and every other effort on the part of yourself and your firm are greatly appreciated.

. . . Again thanking you for your kindness and consideration in every way,

Yours sincerely,

W. STOTT.

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## OFFICE EQUIPMENT

### Some Hints on Purchases

The number of local offices opened for agents' and secretaries' purposes is steadily growing. "What shall we require?" has been a frequent question addressed to the Editor during the past few months, and this article is written for the purpose of aiding those just about furnishing, or who are contemplating opening new offices. An attempt is here made to enumerate the various articles required. The total cost is necessarily high. In most cases some things will be sacrificed for economy's sake, while in others the substitution of temporary expedients may be necessary, or insufficient present equipment be continued in one direction or another. The total requirements, however, of a properly equipped local office ought to be well understood, and should be a provision definitely budgeted for, and ultimately obtained. It will pay itself, and it is idle to pretend nowadays that the business of the great Labour Party, with its remarkable ramifications, affiliations, membership, committees, elected persons, and public interest, does not demand an office in every constituency. It does; and it is difficult to see how Labour can develop either the machine or the man-power necessary to fill the uncountable public offices in the country without such elementary provision. To the inevitable Johnny of the Stick-in-the-Hole Labour Party who will ask with an insinuating grin whether I can tell him where the money is, coming from, I can only suggest that it won't come from weaklings who stop to doubt and ask others, instead of setting about the job themselves. Eighteen new offices have been opened in the Midland area alone since the General Election. Especially in constituencies possessing agents, those responsible should apply themselves to a consideration of how far they can go in getting what is necessary. Get first that which appears likely to

afford the readiest return in membership and interest, and the road may open to the rest.

*Desk.*—The least economical type of desk is that which is merely the converted counter or table. It necessitates additional items, and encourages dust and untidiness. The ideal desk for our purposes is one that combines other office features. Thus, some of the drawers are fitted for card-index purposes, others for vertical filing, some for stationery, books, &c. The Iron and Steel Trades Association has a standard oak desk of this description for its political offices, and a flap is fitted on right-hand sides for typewriter, the whole effecting a considerable economy in space and furniture. For the one-man office racks at the back of the desk are better than roll-tops, which tend to encourage slovenliness. The latter type, however, are best for offices where privacy is not secured and it is desired temporarily to leave the office without disturbance of papers. The best modern desks do not rest on the floor, but have shaped legs that allow for broom or mop being used beneath.

*Office Arrangement.*—The familiarity of a Tom, Dick, and Harry party does not always harmonise with effective business, particularly as the said T., D., and H. hardly ever realise that their idle moments may be someone else's busy ones. Privacy from callers of some kind is absolutely essential, and a counter-flap, inner door, or some such arrangement is necessary to ensure that interviews take place only when needed, and then without imperious interruptions from idle callers. Four chairs are ample; they are often three too many!

*Typewriter.*—A typewriter is an essential, and should be chosen largely with an eye to its stencil-cutting capabilities. Old crocks are *not* cheap, and a pleasing type face on a modern machine gives a tone to your letter that is a material asset. In local Labour offices the typewriter would be largely used by men, who mostly have a heavy touch; therefore fragile makes,

or machines that easily get out of alignment, are no good.

*Duplicator.*—One cannot over-emphasise too much the importance of the duplicator, but it should equally be pointed out that to use the duplicator for what is really merely handbill work, or public announcements, is not only silly, but it is ineffective and anything but economical. The essence of duplicator success is the semi-personal character of its productions when sent to individuals; but promiscuously distributed stuff done on a duplicator loses its personal appeal and lacks the attractiveness of type and tint one gets in the handbill or poster. It misses fire. These remarks do not apply, of course, to duplicated notices for inside party use.

There are many types of duplicators, but gelatine or putty compositions are not to be recommended. The rotary duplicators, though expensive, undoubtedly save their cost. They might well be regarded as capital outlay and the jobs done charged up. In any live party they repay in six months. Flat duplicators are far cheaper (one-eighth the price) but are slower, more messy, and more costly in stencils. For short "runs," however, they are satisfactory. The special stencils supplied by the makers are the best, and the non-wax stencils do not crack.

*Card-index Cabinet.*—In the majority of cases this cost can be saved if the desk is of the right type, as card-index systems are generally matters of growth, and further equipment can be added as need arises. There are also other considerations, and any card-index system should be well thought out before a cabinet is bought; these considerations are size, alternative loose-leaf system, and the discarding of drawers in favour of flat or upright "cards at sight" systems. Go warily here.

*Vertical Filing.*—Here, again, a desk properly fitted will serve a long time, and take the average party's correspondence, but central agents in divided boroughs, and, to a lesser

degree, some county agents, require special accommodation for their correspondence and subjects. Cheap filing cases, capable of filing 2,000 letters, are available at prices under £2. They are, however, poor substitutes for really permanent office furniture. Prices for oak or hard-wood cabinets vary from £4 to £20, or higher, according to size, number of drawings, &c.

*Stationery Cupboard.*—Every political office will carry from time to time large stocks of leaflets, paper, stationery, &c., and it pays to find a really commodious and dust-proof piece of furniture rather than trust to dusty shelves or untidy dumps on the floor. A flat surface is also required if there is no counter for packing parcels. These conveniences are, of course, only determinable by the shape, permanent fittings, &c., of the office occupied, but any party that can afford an upright flat-filing cabinet would have in possession a valuable equipment for filing specimens, subject literature, &c.

*Telephone.*—Telephonic communication is naturally in a backward state in the Labour Party. In order of necessity those needing it most are agents in divided boroughs, county agents, and borough agents. A party office without a full-time agent would find it an unnecessary expense. In the hands of a live agent it saves money besides time. I have seen quite recent installations in offices where there are a number of Labour users, and have been disappointed to find that no modern improvement for internal communication has been installed.

*Name Advertisements.*—No office should be open without every ounce of advertisement being obtained from the prominence of the local party's name. If otherwise, you are not getting value for the rent. Few Labour offices are satisfactory on this matter. Some hidden away on top floors in back streets have little opportunity, though the pounds extra demanded for front premises are worth the money. Secret societies may be quite in place in garret surroundings, but a party aspiring to

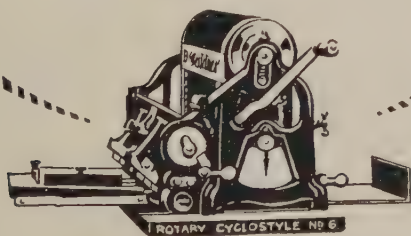


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BRANCHES IN ALL THE PRINCIPAL CENTRES

control the destinies of an empire is hardly going the way to inspire confidence if its headquarters are *somewhere* in a rickety building in a doubtful street. However, if you are there, give precise directions on all publications. New offices should be front, and the biggest boldest sign permissible should be used, and be visible by night as well as day. In a few cases there are offices in Labour clubs, and there are certain clubs that could well afford illuminated signs. Why not? If it pays private enterprise, it pays us. I am anxious to see Labour's first attempt (appropriately enough) to spread its light! When blinds are used use *light* blinds instead of dark, with bold black lettering, if practicable. The advertisement reduces your lighting bill.

*Sundry.*—There is no end to the minor requirements of an office except what the pocket inflicts. But a paper punch, wire-stapler, and letter-balance come easily first. An office calendar and memorandum block are cheap. The constituency map is essential. The best way to mount a large one is on an ordinary linen roller spring-blind, which is securely fixed on some convenient wall. It is easily pulled down or shot up as required, and keeps free of dust or dirt. The wall space may be used for a picture or other matter.

There is a strong temptation to over-do the minor fittings of an office, which only leads to muddle and dust accumulation. The clearer the office is of sundries, the cleaner and sweeter it will look; and *that* helps forward work and actually makes interviews more pleasurable and more profitable.

## INDIVIDUAL MEMBERSHIP

### The Right Sort to Get

Many local parties are now launching big campaigns for individual membership. The great simultaneous London campaign has already been announced, and other efforts are reported from several quarters.

In these columns a warning has already been given not to fall into the error of enrolling trade unionists, who are already affiliated members, while

overlooking their women-folk. I remember once stating an opinion that the party had enrolled more men than women, which statement was questioned. An examination since of the figures in numbers of local parties I have visited has proved that in *every* case the male membership is more numerous. The doubt was, however, understandable, for the women membership is more concrete and obvious, while the male membership has been unreal, and often was only a cover for extracting another subscription.

But that is just my point. I know parties which, having collected these subscriptions from all the male members of the organisation, just leave it there. The membership doesn't grow, and, indeed, the second year's subscriptions often cannot be collected. The membership has been a farce, and, save for the few women enrolled, individual membership is still-born. This is because the wrong policy has been adopted, for there is hardly a division in the country which could not produce some thousands of members if right lines were adopted. Individual membership should be a real source of income to local parties, and should produce to the party nationally, at least enough to pay for the outside organising staff. But it doesn't, and this article, and others succeeding it, may show why we have this leakage—a leakage hardly less in importance than the total loss due to non-affiliation of trades unionists.

In the first place, we neglect the trade unionists' wives. What happens in the majority of entries? The man pays his 1s., or whatever the subscription is, and if the wife has not been interviewed too, there is a risk of her regarding that payment as useless expenditure—another shilling gone, in times of high prices, with no return. Remember the kind of daily literature she probably reads—and don't be surprised if your visits are unwelcome, or even if you stir up an active antagonism. At least, in many cases, this neglect is the right way to attach the wife to the enemy, and give her a real grievance, too, which



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won't help one with the husband's vote. But if, as was proper, the husband had been informed that he was already a member of the party through his union—a fact we do not reap enough from, because it is so rarely emphasised—and that your visit was to also enrol his wife, then you have got a clear issue, a straight-forward errand, not to say a really likelier chance of getting that subscription. What happens now? You have got a stronger case. Real consent is likely to accompany the subscription, if paid, and, what is more—I don't attempt to explain the psychology of these ladies—whether because you have convinced her, or that having spent the 1s. herself has made some difference, or that curiosity follows the cash, she will almost certainly follow up her interest. That's a clear gain on male membership, and it has left you two friends in the house—a man with a clear conscience and absolved from blame, and a lady who is satisfied *she* has done the right thing! [N.B.—This is written by a mere male. The psychology may be rocky, but isn't the moral good?] And if one fails to enrol the wife the reason mostly given will be an economic one, and one retires leaving the Party in fair odour, and perhaps with a special push on the husband to help with Party work. That appeal may be backed by the wife. In any case, the course is better.

And with the male membership, do we touch the right class? The party's doors were thrown open primarily to admit those who did not find ready avenues through the unions and socialist societies—such as the shop-keeping and professional classes. It is a stupid mistake to neglect canvassing these classes at election times, and other times, and pretend they are all against us. That is not so, but is it not the way to make them so? Examine the registers in any well-conducted constituency and one comes across many "fors" in these classes. In the great shop-keeping class especially there are many friends to be found. The trade union membership should be searched

for active workers and women membership, and the classes above referred to can afford us our men's section. Before Labour governs it will badly need their allegiance to win.

(Next month, "*What shall they pay?*")

## PICTORIAL PROPAGANDA

By F. E. BURGESS, Agent, East Leyton

A vast number of the electorate have little inclination to reason out political questions for themselves. They are swayed by impulses, prejudices, and catchwords. It is therefore necessary to put our point of view in as simple and striking a manner as possible, so that the man in the street may receive impressions that will influence his thoughts and induce him to support our cause at the polling-booth. The commercial world understands the importance of this. Hence the many pictorial advertisements that adorn (?) our hoardings.

Primitive man conveyed his meaning to others by roughly depicting objects, and this is still the most direct and striking method of conveying an impression. Thus the Cartoon, as Keir Hardie once wrote, "strikes one in the face and compels attention and thought." It gives its lessons to the ordinary man more easily and directly than does a long descriptive article. This it does the more effectively if it contains an element of humour. "Low" in the *London Star* and "Poy" in the *Evening News* probably influence more readers of those papers than columns of printed and closely reasoned matter.

There is therefore a great opening in this direction within the Labour movement.

My experience has convinced me that effective as is the general pictorial poster which can be used all over the kingdom, posters depicting the portraits or caricatures of the local candidates (especially if some local point can be given to them) are tremendously successful, providing the artist takes



care to avoid unpleasant or unfair personalities. It has been truly stated that nothing kills like ridicule, and politics lend themselves peculiarly to this kind of treatment. Ridicule, if seasoned with humour, is a very powerful weapon, but, like all weapons, it must be used wisely and fairly.

Cost is a great drawback with regard to cartoon posters, but I once got over this difficulty by designing a series of posters upon the free trade question which were executed in black and white and lithographed. The faces were left blank and were put in afterwards by hand to suit the various constituencies. Another method was to have the portraits or caricatures printed from a line block and then pasted on the posters. These simple cartoon posters contained the personal element and were exceedingly effective. By printing a large number and pooling the cost, the outlay was small compared with the more elaborate coloured prints.

Rough posters can also be produced entirely by hand, but this is a laborious process, and only a very limited number can be done, but there is the advantage of being able to insert topical allusions.

Our object, after all, is to get our views before the electors, and we have not, as a movement, yet begun to take advantage of the many means that are available. We must not only compete with other political parties, we must excel them, and the pictorial poster and cartoon offer a wide field for development.

## LONDON AGENTS' ANNUAL DINNER

### A Successful Function

Over seventy persons, agents, candidates, and guests, attended the first annual dinner of the London District of the Labour Agents' Association, which was held at Slater's Restaurant, Holborn, on March 5. A highly successful affair reflected the greatest credit on the district secretary, Councillor A. J. Bamford, and the toasts and

speeches marked the advance and prestige of the Association, and showed an increasing appreciation of the functions of the organisers, together with a realisation of the dependence of the Party on forceful and well-conducted organisation.

The Right Hon. Arthur Henderson, M.P., wrote regretting inability to attend, owing to a chill contracted a few days previously at the Dudley by-election, and his place was taken by Mr. Egerton P. Wake, the national agent. Mr. J. Ramsay MacDonald was a particularly welcome guest. A third special guest was Mr. H. Drinkwater, the General Secretary of the Association.

Councillor W. Barefoot, J.P. (chairman), proposed the toast of "The Labour Party," which was responded to by Mr. Wake in an important and forceful speech. "The Association" was given by Alderman Alfred Salter, M.D., J.P., with characteristic inimitability and humour, and was responded to by the General Secretary. Councillor Bamford proposed "The Guests," and a great reception was given to the hero of Woolwich on rising to respond.

Mr. MacDonald, in an interesting speech, largely devoted to the lessons of Woolwich, humorously pointed out the need for a Labour "Compleat Angler," which should tell us how, as the "Primrose" ladies did, to angle for any and every class of voter in any and every street. He thought the tactics at elections had been changed profoundly by the increase in the size of the registers, because every register now contained a stratum which included many women who voted apart from political interests or issues. The forces of reaction had discovered how to manipulate a sufficient percentage of a constituency on a big register that would turn a political minority into a numerical majority. Where they had a 70 to 75 per cent. poll, they got a political decision. Where they had an 80 to 85 per cent. poll they got no political decision at all. The fact was they got their maximum vote, but the

other side not only got their maximum vote, but the non-political vote as well, and the two combined would swamp the former. He concluded with an inspiring message to the unseen captains of organisation, whose work, unknown to the world, the public, or the Press, accomplished so much in the progress of the movement, and without which the forces would not go on.

A high-class programme of music, arranged by Mr. Frederick J. Hubbard, enlivened the night's proceedings, and, as fitting, "The Red Flag" concluded all.

### CONFERENCE OF LOCAL LABOUR NEWSPAPERS

#### Date of Meeting

Will all interested please note that the conference of local newspapers, recently announced in the *LABOUR ORGANISER*, will take place on Saturday, May 14. Particulars of meeting place, time, &c., will be forwarded on application to all organisations concerned, and applications for admission should be at once addressed to the Editor of this journal. It is believed that the date fixed will provide ample time for the appointment of representatives by all committees and interests concerned, and that the resulting discussion will lead to plans or proposals that can conveniently be further examined or adopted at the Brighton conference. Specific suggestions for discussion will be specially welcome. Since our last issue, we have been notified of several new ventures in local Labour newspaperdom, and in every case the desire for co-operation, assistance, and guidance has been expressed. There is a great field before the conference, and a future of intense activity.

We regret that pressure of space has compelled us this month to hold over several items of interest concerning Labour newspapers, but some interesting data will appear next month.

### ASSOCIATION NEWS

New appointments, not previously announced in the *LABOUR ORGANISER*, are: Mr. A. J. Thatcher, Gloucester; Mr. T. H. Richardson, East Norfolk.

The appointment at Northampton has been filled by the appointment of Mr. A. L. Caines, of Ashton-under-Lyne, who thus transfers from Lancashire. Mr. Caines conducted the Ashton by-election early last year, and some very effective illustrated work was produced.

Mr. Edwin H. Parker, the central agent at Bristol, is a member of the Labour Agents' Association. The South Wales and South-Western District have decided to hold a mock election at an early date in that interesting city, and this should give a fillip to organisation in Bristol.

The annual conference of the Labour Agents' Association will be held, as last year, on the Sunday and Monday preceding the Labour Party Conference. All members will be eligible. The venue this year is at Brighton.

Resolutions bearing on security of tenure for agents have been sent in from two districts.

Members are reminded that the financial year ends on March 31. It is highly important that contributions should be clear *on that date*. Will members kindly note this important matter, and remit through the post immediately to the secretary?

London agents have held ten meetings since the establishment of the group in May last year. Nine of these meetings have devoted attention to the study of organisation matters. In the West Midlands a smaller number of meetings have been held in the same period, owing to the interference of by-elections, but all meetings over a



period of eighteen months have been accompanied by studies. In the East Midlands and South Wales and South-Western Districts all meetings have been similarly instructive. The Yorkshire, North-Eastern, and Lancashire and Cheshire Districts have also now each developed the same plan.

The first annual dinner of the London agents is reported elsewhere. Some other districts are contemplating annual gatherings of varying descriptions.

Congratulations to Alderman Richard Montford, of West Islington, on his elevation to the magisterial bench. We extend the congratulations also to the prospective candidates for magisterial attention in the Finsbury Police Court (where Mr. Montford will sit); for kindly hearts and human outlooks are

sadly needed on the bench, and this, rather than the prosaism and "solidity" (? stolidity) of the men we push forward for these positions, should be the acid test for Labour men if we are to keep true to Party principles and ideals.

Alderman Montford is chairman of the Parliamentary and General Purposes Committee of the (Labour) Islington Borough Council.

At the annual meeting of the District earlier in the afternoon, a report of the year's work was given, showing increased membership and usefulness. Mr. Egerton P. Wake delivered an address emphasising the work, usefulness, and functions of the Association, and this was followed up by Mr. G. R. Shepherd (Association chairman) in similar vein.

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**AGENT.**—Mr. Dan Davies, agent late Miss Mary MacArthur, Stourbridge Division, desires re-engagement. Election and by-election experience, capable organiser, speaker. Member Labour Agents' Association.—D. Davies, Lewis Terrace, Treforest, S. Wales.

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